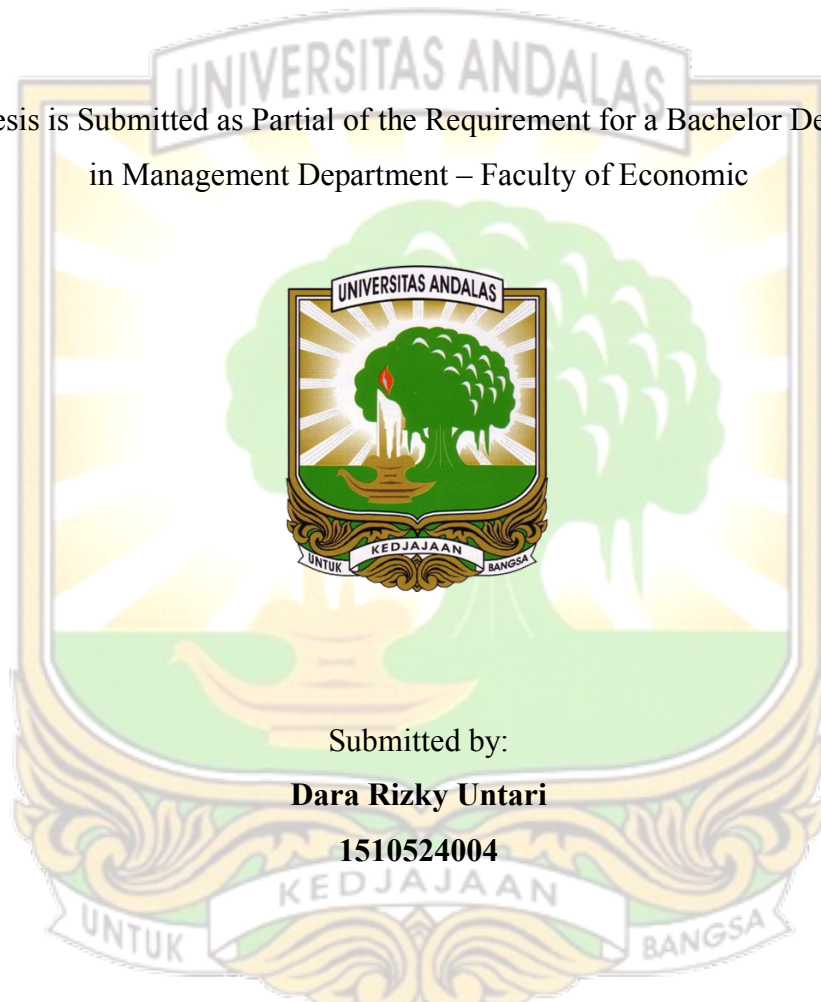


**The Influence of Brand Image, Consumer's Lifestyle and
Consumer's Satisfaction Towards Revisit Intention of Coffee Shop
Visitors in Padang**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree
in Management Department – Faculty of Economic



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THE INFLUENCE OF BRAND IMAGE, CONSUMER'S LIFESTYLE AND CONSUMER'S SATISFACTION TOWARDS REVISIT INTENTION OF COFFEE SHOPS VISITORS IN PADANG


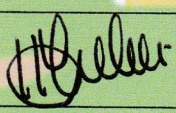
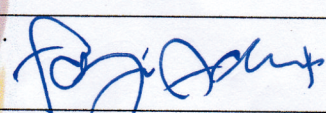
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ABSTRACT

The present study is conducted to find out The Influence of Brand Image, Consumer's Lifestyle and Consumer's Satisfaction towards Revisit Intention of Coffee Shops Visitors in Padang. Information collected to through the questionnaires were distributed to 180 consumers of coffee shops in Padang using convenience sampling method. The data analyzed using Ms. Excel for characteristic respondent, SPSS 16 for descriptive analysis, to analyze the indicators and hypothesis. The result indicate that there is insignificant positive impact of brand image on revisit intention, significant positive impact of consumer's lifestyle on revisit intention, and significant positive impact of consumer's satisfaction on revisit intention.

Keyword : *Brand Image, Consumer's Lifestyle, Consumer's Satisfaction, Revisit Intention*

This thesis already examined and passed on July, 12 2019. This abstract already approved by supervisor and the examiners:

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